

Kalispell Chamber of Commerce/CVB

FY '11 Marketing Plan (July 1, 2010-June 30, 2011)



Purpose

The purpose of this marketing plan is to establish the framework of goals, strategies and measurable objectives to increase room nights for the Kalispell hoteliers.

The mission will be to create a Kalispell brand for the recruitment of meetings and conventions, group and leisure travelers, as well as sporting events for the purpose of economic and cultural growth for Kalispell and the Flathead Valley.

The Kalispell Chamber/CVB and 16 lodging partners in the city of Kalispell are entering the inaugural year of the development and implementation of a Tourism Business Improvement District (TBID). Securing incremental tourism funding through the TBID will greatly enhance and accelerate the current marketing efforts of the CVB, limited to date by minimal bed tax funding.

Collections for the TBID will permit the assessed hoteliers opportunities to participate in marketing programs, trade shows and sales calls. And, will provide greater resources to increase online marketing and increase advertising and social media.

Cities across Montana are employing this new funding strategy to more competitively sell in an increasingly more aggressive marketplace.

Identity

Kalispell is known as the historical center of the Flathead Valley. The National Registry of Historical Places notes Kalispell with 61 registered places and 4 registered historical districts. The historical charm shines brightest with Kalispell's three premiere museums: Conrad Mansion Museum, Hockaday Museum of Art and Museum at Central School.

Kalispell is the gateway to the area's biggest attraction - Glacier National Park. It is also the hub to all the cultural, historical and recreational experiences throughout the Flathead Valley.

Strengths

- Historic architecture
- Quality, diverse lodging
- Art galleries and three museums of exceptional quality
- Business center for the Flathead Valley
- Gateway to Glacier National Park
- Home to Glacier Park Int'l Airport (FCA)
- No sales tax
- World class recreation nearby (skiing, golf, rafting, etc)

Challenges

- Lack of identity
- Airline challenges
- Gas prices/Economy
- Fluctuating Canadian exchange rate
- Glacier National Park Going-to-the-Sun Road Rehabilitation

Goals

The following are the combined goals of the Kalispell Chamber/CVB and TBID.

- Create Website
- Contract for PR services
- Create a Fulfillment Piece (traditionally a Travel Guide)
- Establish relationships with Kalispell Downtown Association (KDA) and Kalispell Business Improvement District (BID)
- Commission a collaborative branding campaign with City of Kalispell, KDA, Kalispell BID, etc.
- Establish collaboration with local event organizers
- Promote existing events
- Grow winter and shoulder markets (Nov-May)
- Capitalize on Canadian Holidays
- Incorporate the Montana Branding Initiative
- Incorporate the Montana Tourism Strategic Plan

How the Marketing Plan supports the 5-year statewide Tourism Strategic Plan

The Kalispell Chamber/CVB will strive to achieve these goals and objectives that were assigned to CVB's as our budget and resources permit:

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.b Work with local sports groups to attract sport events in off-peak season
 - 1.2.d Target travel media to increase visibility of MT as leisure travel destination

- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
 - 1.3.b Implement the new Montana tourism brand
 - 1.3.c Conduct educational tourism workshops, presentations, and webinars
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
 - 1.4.a Create a database inventory of Visitor Information System elements statewide
 - 1.4.c Provide advanced training for all VICs, including regional familiarization tours

Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.

- 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits
- 2.2 Give effective presentations to policy makers about Montana tourism issues/benefits

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.e Plan and promote commemorations of historic events in Montana

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
 - 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2 Provide information about technical/financial assistance available to tourism businesses
 - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

Goal 6: Address tourism and recreation professional development, workforce availability, training, and affordable housing issues.

- 6.1 Enhance professional development opportunities/requirements for tourism organizations
 - 6.1.a Encourage all MT CVBs to join DMAI or WACVB trade associations, adopt standards

Goal 7: Improve Montana's transportation system for both residents and visitors.

- 7.1 Increase air service capacity to and from Montana cities.

Goal 9: Increase funding to maintain sustainable tourism and recreation.

- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Goal 10: Build an effective "team" to implement the Strategic Plan, and report results.

- 10.1 Recognize MTOT as 'team captain' to communicate/coordinate regularly with partners
- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 10.3 Implement Strategic Plan discussion/reporting to align activities with goals and actions
 - 10.3.a Conduct annual Strategic Plan implementation workshops in each region
 - 10.3.b Host annual Strategic Plan discussion at the February TAC meeting
 - 10.3.c Submit updates on Strategic Plan implementation for Annual Report to TAC, etc.
- 10.4 Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs

- 10.5 Obtain strategic research to inform tourism marketing, development, and policy decisions
 - 10.5.a Continue to conduct research about resident/nonresident travelers in Montana
 - 10.5.c Continue regular monitoring of Montanans' opinions about tourism and recreation
 - 10.5 d Disseminate tourism research reports to partners statewide

Measurable Objectives

The following objectives are based on the combined marketing efforts of the Kalispell Chamber/CVB and TBID:

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports". Destination Reports provide accurate performance information on occupancy (occ), average daily rate (ADR) and revenue per available room (RevPAR) for any region, city, market or sub-market. Total room supply, room demand and room revenue are also available.
 - Generate 200 qualified meeting and convention leads
 - Book 2 conventions/meetings (goal of 100+ ppl, 3+ nights)
 - Generate 100 qualified motorcoach group leads
 - Book 2 motorcoach groups (goal of 30-40 ppl, 1+ nights)
 - Generate 50 qualified sporting events leads
 - Book 1 sporting event
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Target Geographic Markets

1. Individual Traveler
 - a. Regional Drive Market: AB, WA, MT & ID
 - b. Fly Market: Seattle, Minneapolis, Salt Lake City, Denver, Chicago, Vegas/Phoenix
 - c. International Market
2. Group:
 - a. Pacific Northwest/Mountain Region: AB, WA, OR, MN, CO & ID

Target Demographics/Market Segments

1. Individual Traveler
 - a. Leisure Traveler
 - i. Retail
 - ii. Recreation
 - iii. Culture
 - iv. Medical/Educational
 - b. Events
 - c. Travel Clubs: AARP, AAA, etc.
 - d. FIT Wholesale
2. Group (Groups of 500 or less)
 - a. Meetings & Convention (Association, Corporate & Government)
 - b. SMERF (Social, Military, Educational, Religious & Fraternal)
 - c. Motorcoach/Bus Tour

Marketing Methods

- Sales Mission
 - Trade Shows
 - For Example...
 - Affordable Meetings West
 - ABA (American Bus Assoc. – Motorcoach Tours)
 - Connect Marketplace (SMERF Meeting Planners)
 - Seattle Adventure in Travel Show
 - Calgary Outdoor Travel & Adventure Show
 - SportTravel's TEAMS show
 - Sales Calls
 - For Example...
 - 3rd Party Meeting Planners
 - Corporate Meeting Planners
 - Familiarization Tours (aka FAMs)
 - Group Leader FAM
 - Travel Writer FAM/Press Trip
 - Memberships (to provide networking opportunities)
 - For Example...
 - MSAE (Montana Society of Association Executives)
 - MPI (Meeting Planners International)
 - ABA (American Bus Assoc.)
 - NASC (National Assoc. of Sports Commissions)
- Advertising
 - Newspaper
 - Magazine
 - Radio
 - Internet
- Social Networking
 - Facebook, Twitter, Blog
- Public Relations
 - For Example...
 - Generate bi-monthly press releases
 - Quarterly story leads
 - Travel Writer FAM trip
- Direct Mail
 - For Example...
 - Returning Guest Campaign
 - Canadian Holiday Campaign
 - Pre & Post Trade Show Attendee Campaign
- Visitor Information Center (VIC) Staffing
 - Extend staffing to include weekend coverage

Market Summary

Historical Bed Tax Collections (4% of lodging price)

		<u>Kalispell</u>	<u>Whitefish</u>
1998	\$	348,386	\$ 303,598
1999	\$	361,759	\$ 328,130
2000	\$	372,976	\$ 354,060
2001	\$	377,476	\$ 352,390
2002	\$	364,545	\$ 362,642
2003	\$	390,036	\$ 378,232
2004	\$	402,705	\$ 420,104
2005	\$	445,639	\$ 451,734
2006	\$	491,668	\$ 524,650
2007	\$	626,582	\$ 574,737
2008	\$	677,422	\$ 586,651

Market Shifts

In June 2007, two new hotels open in Kalispell (Hilton Garden Inn, Holiday Inn Express).

Competition

- Whitefish, MT
- Big Sky, MT
- West Yellowstone, MT
- Spokane, WA
- Coeur d'Alene, ID
- Boise, ID

Kalispell Bed Tax & TBID Hoteliers

- | | |
|-------------------------|-------------------------|
| 1. Aero Inn | 9. Hilton Garden Inn |
| 2. Blue & White Motel | 10. Holiday Inn Express |
| 3. Comfort Inn | 11. Kalispell Grand |
| 4. Econo Lodge | 12. Motel 6 |
| 5. Glacier Peaks Inn | 13. Outlaw Inn |
| 6. Glacier Ridge Suites | 14. Red Lion Hotel |
| 7. Hampton Inn | 15. Super 8 |
| 8. Hilltop Inn | 16. Travelodge |

Kalispell Chamber/CVB Marketing Budget (Bed Tax)

Preliminary Revenue Projection for FY'11 at 95%	\$	63,350
Rollover (funds distributed but not yet used)	\$	20,204
Total FY'11 Marketing Budget	\$	83,554

<u>Program Description</u>	<u>CVB Project</u>	<u>Total</u>
Marketing Support		\$ 49,554
Administration (up to 20%)	\$ 12,554	
Joint Ventures: MTOT, Glacier Country, CVB's	\$ 1,000	
Opportunity (up to 10%)	\$ 1,000	
TAC/Gov Conf/Partners Marketing Meeting	\$ 2,700	
Telemarketing/Fulfillment- Contract Service (MARS Stout)		
Phone (800 Line; \$26/month)	\$ 300	
Services (Avg \$1,250/month)	\$ 17,000	
Postage (Avg \$1k/month)	\$ 15,000	
Branding Development/Research (Contract Service)	\$ 10,000	\$ 10,000
Kalispell Chamber VIC Staff Funding	\$ 12,000	\$ 12,000
Consumer/Leisure Marketing (Advertising, Trade Shows, etc)		\$ 5,000
Print Advertising (Placement & Production)	\$ 2,000	
Broadcast Advertising (Placement & Production)	\$ 1,000	
Internet Advertising (Placement & Production)	\$ 1,000	
Trade Show (Exhibit Fee)	\$ 1,000	
Group Marketing (Advertising, Trade Shows, etc)		\$ 5,000
Print Advertising (Placement & Production)	\$ 2,000	
Internet Advertising (Placement & Production)	\$ 1,000	
Trade Show (Exhibit Fee)	\$ 1,000	
Group Leader FAMs	\$ 1,000	
Publications (Printing & Production)		\$ 1,000
Historical Downtown Kalispell Walking Map	\$ 500	
Other	\$ 500	
Public Relations		\$ 1,000
Press Releases (Contract Service)	\$ 500	
Travel Writer FAMs	\$ 500	
Total	\$ 83,554	\$ 83,554

If the revenue DECREASES by 10%, the Kalispell Chamber/CVB would omit Consumer/Broadcast Advtg & FAM trips.

ORGANIZATION NAME Kalispell Chamber/CVB
 PROJECT NAME Telemarketing/Fulfillment
 APPLICATION COMPLETED BY Joe Unterreiner
 DATE SUBMITTED May 3, 2010

Approval Request:

☒ Final

☐ Preliminary

Project Overview

The Kalispell Chamber/CVB will utilize contract services for Telemarketing/Fulfillment. In spite of increased web use to plan vacations, studies show that the conversion rate is higher when a well-trained, knowledgeable travel counselor responds to inquiries. The Kalispell Chamber/CVB will contract with M.A.R.S. Stout of Missoula for their fulfillment services:

- Responding to all toll-free inquiries with qualified travel counselors
- Data entry of all inquiries from the web site and call center
- Fulfillment of all inquiries by mailing the vacation travel guide
- Fulfillment of international inquiries via fax and email
- Monthly reports tracking inquiries according to interest and point of origin.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

The travel councilors at MARS Stout help educate and inform our visitors on our destination lures and area attractions, which in turns enhances their stay and hopefully results in a longer stay and return visit in the seasons to come.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

Quantifiable lead generation

Budget

Telemarketing/Fulfillment

Phone.....	\$300
Services.....	\$17,000
Postage	\$15,000

Total Budget	\$32,300
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ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Branding Development/Research
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:
 ___ Final
 xx Preliminary

Project Overview

The Kalispell Chamber/CVB would like to commission a collaborative branding campaign with the City of Kalispell, Kalispell Downtown Association, and both the Kalispell Business Improvement District and Tourism Business Improvement District. The goal is to create a lasting identity for Kalispell that will set the groundwork for future marketing and promoting of Kalispell.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

One of the primary goals of the marketing plan is to commission a collaborative branding campaign with City of Kalispell, KDA, Kalispell BID, etc.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 9.2 Foster opportunities to pool public and private marketing dollars
- 10.2 Create public/private/tribal partnerships for cooperative project implementation

Method of Project Evaluation

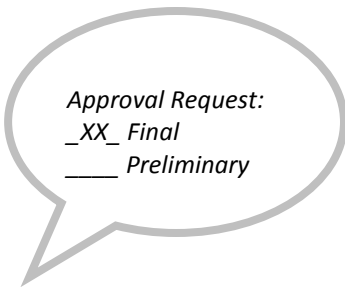
Branding report that will provide deliverables.

Budget

Branding Development/Research..... \$10,000

Total Budget **\$10,000**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Kalispell Chamber VIC Staffing
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010



Approval Request:
 XX Final
 _____ Preliminary

Project Overview

The Kalispell VIC is a vital resource for tourists visiting Kalispell and the Flathead Valley, or planning a visit in the near future. This will be paid at an hourly rate of \$10 per hour. Currently the Kalispell VIC is open year-round, M-F 8am-5pm and will likely be open on Saturdays in 2010 (details TBD). The Kalispell Chamber, who manages the VIC, is a private, non-profit organization. There is signage outside the building "Visitor Information".

Historical Visitation Figures:

2005 = 2,326 Walk-ins June-August*
 2006 = 2,276 Walk-ins June-August*
 2007 = 7,521 Phone Calls; 4,396 Walk-ins Jan-Dec
 2008 = 7,163 Phone Calls; 5,105 Walk-ins Jan-Dec

** Open year-round, but only tracked summer visitation prior to 2007*

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

The Kalispell VIC provides information to our current or potential guests. They help to enhance the visitors' experience with the goal of extending their stay and encouraging a return visit.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands

Method of Project Evaluation

Visitation Figures (Phone & Walk -in)

Budget

Kalispell VIC staffing (1,200 hours @ \$10/hr)..... \$12,000

Total Budget	\$12,000
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ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Consumer/Leisure Mktg: Print
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:

☒ *XX* *_ Final*

☐ *Preliminary*

Project Overview

The Kalispell Chamber/CVB will target consumer travel and niche publications that meet the target geographic markets and demographics outlined in this marketing plan. Advertisements will be placed to support editorial focused on Montana &/or Montana's Flathead Valley. The Kalispell Chamber/CVB will also supplement efforts in this area by organizing co-op ads with the Kalispell TBID, Whitefish CVB, Glacier Country and MTOT where available and financially feasible. All advertising will promote our 1-800 number to request a vacation travel guide and our web site as a resource tool for vacation planning. The vacation travel guide will be sent to all leads generated.

Targeted publications include:

- United Express/SkyWest Magazine
- Alaska/Horizon Air Magazine
- Northwest Airlines, World Traveler Magazine
- United Airlines, United Hemisphere Magazine
- Amtrak, Empire Builder Magazine
- MTOT Vacation Planner
- Glacier Country Travel Guide
- Northwest Travel Magazine
- Whitefish CVB Travel Guide
- Madden Media Newspaper Inserts
- Sunset Magazine
- Spokesman Review
- Calgary Sun
- Calgary Herald

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Publications selected will reach target demographic & geographic markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Method of Project Evaluation

Quantifiable lead generation

Budget

Print Advertising - Placement \$1,800
 Print Advertising - Production \$200

Total Budget **\$2,000**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Consumer/Leisure Mktg: Broadcast
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:
 _____ Final
XX Preliminary

Project Overview

The Kalispell Chamber/CVB will target consumer travel and niche media that meet the target geographic markets and demographics outlined in this marketing plan. Advertisements will be placed to support editorial focused on Montana &/or Montana's Flathead Valley. The Kalispell Chamber/CVB will also supplement efforts in this area by organizing co-op ads with the Kalispell TBID, Whitefish CVB, Glacier Country and MTOT where available and financially feasible. All advertising will promote our 1-800 number to request a vacation travel guide and our web site as a resource tool for vacation planning. The vacation travel guide will be sent to all leads generated.

Targeted broadcast stations (radio &/or television) are to be determined...

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Media selected will reach target demographic & geographic markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Method of Project Evaluation

Quantifiable lead generation

Budget

Broadcast Advertising - Placement..... \$800
 Broadcast Advertising - Production \$200

Total Budget **\$1,000**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Consumer/Leisure Mktg: Internet
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:
 _____ Final
XX _____ Preliminary

Project Overview

The Kalispell Chamber/CVB will target consumer travel and niche web sites that meet the target geographic markets and demographics outlined in this marketing plan. Advertisements will be placed to support editorial focused on Montana &/or Montana's Flathead Valley. The Kalispell Chamber/CVB will also supplement efforts in this area by organizing co-op ads with the Kalispell TBID, Whitefish CVB, Glacier Country and MTOT where available and financially feasible. All advertising will promote our 1-800 number to request a vacation travel guide and our web site as a resource tool for vacation planning. The vacation travel guide will be sent to all leads generated.

Targeted web sites to market with are to be determined...

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Web sites selected will reach target demographic & geographic markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Method of Project Evaluation

Quantifiable lead generation

Web traffic

Budget

Internet Advertising - Placement..... \$800

Internet Advertising - Production..... \$200

Total Budget **\$1,000**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Consumer/Leisure Mktg: Trade Show
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:
 _____ Final
 XX Preliminary

Project Overview

The Kalispell Chamber/CVB will target a consumer/leisure travel trade show in one of the defined target markets. The Kalispell Chamber/CVB will also supplement efforts in this area through co-ops with the Kalispell TBID, Whitefish CVB, Glacier Country and/or MTOT where available and financially feasible. The vacation travel guide will be sent to all leads generated.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Trade Shows are a defined marketing method and this particular trade show reaches both our primary demographic and geographic target markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Method of Project Evaluation

Quantifiable lead generation

Budget

Trade Show (Exhibit Fee) \$1,000

Total Budget **\$1,000**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Group Marketing: Print
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:
 XX Final
 _____ Preliminary

Project Overview

The Kalispell Chamber/CVB will target meeting planner and leisure group travel publications that reach a national audience. Advertisements will be placed to support editorial focused on Montana, Montana's Flathead Valley, mountain meetings, resort meetings, golf meetings, affordable meetings, etc (areas which compliment the product we have to offer). The Kalispell Chamber/CVB will also supplement efforts in this area by organizing co-op ads with the Kalispell TBID, Whitefish CVB, Glacier Country and MTOT where available and financially feasible. All advertising will promote the services of the Kalispell Chamber/CVB, our 1-800 number to request a vacation Travel Guide and/or Kalispell Area Meeting Planner Guide (produced in-house) and our web site as a resource tool for vacation planning. The vacation travel guide and meeting planner guide will be sent to any leads generated. There will also be a concentrated sales effort to qualify and solicit group business from these leads.

Targeted publications include:

- Smart Meetings
- Group Leisure Travel
- Reunion Magazine
- Association News
- Meetings West
- Sports Destination Magazine
- Group Tour Magazine

Project Objectives

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Support of the Kalispell Chamber/CVB Marketing Plan

Publications selected will reach target demographic & geographic markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

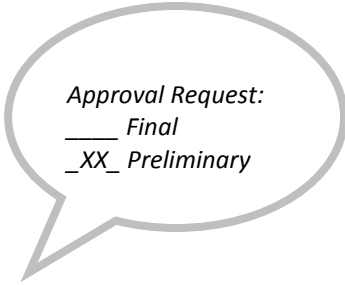
Quantifiable lead generation

Budget

Print Advertising - Placement \$1,800
 Print Advertising - Production \$200

Total Budget **\$2,000**

ORGANIZATION NAME Kalispell Chamber/CVB
 PROJECT NAME Group Marketing: Internet
 APPLICATION COMPLETED BY Joe Unterreiner
 DATE SUBMITTED May 3, 2010



Approval Request:
 _____ Final
XX Preliminary

Project Overview

The Kalispell Chamber/CVB will target group travel and niche meeting planner web sites that meet the target geographic markets and demographics outlined in this marketing plan. Advertisements will be placed to support editorial focused on Montana &/or Montana's Flathead Valley. The Kalispell Chamber/CVB will also supplement efforts in this area by organizing co-op ads with the Kalispell TBID, Whitefish CVB, Glacier Country and MTOT where available and financially feasible. All advertising will promote our 1-800 number to request a vacation travel guide and our web site as a resource tool for vacation planning. The vacation travel guide and meeting planner guide will be sent to all leads generated.

Targeted web sites to market with are to be determined...

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Web sites selected will reach target demographic & geographic markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

Quantifiable lead generation

Web traffic

Budget

Internet Advertising - Placement..... \$800
 Internet Advertising - Production \$200

Total Budget **\$1,000**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Group Marketing: Trade Show
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:

_____ *Final*

_____*XX*_____ *Preliminary*

Project Overview

The Kalispell Chamber/CVB will target a group travel/meeting planner trade show in one of the defined target markets. The Kalispell Chamber/CVB will also supplement efforts in this area through co-ops with the Kalispell TBID, Whitefish CVB, Glacier Country and/or MTOT where available and financially feasible. The vacation travel guide and meeting planner guide will be sent to all leads generated.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Trade Shows are a defined marketing method and this particular trade show reaches both our primary demographic and geographic target markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

Quantifiable lead generation

Budget

Trade Show (Exhibit Fee) \$1,000

Total Budget **\$1,000**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Group Leader FAMs
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:
 _____ Final
XX Preliminary

Project Overview

FAM Trips provide group leaders and meeting planners the opportunity to experience our products first hand and are a popular means of marketing to this segment. The Kalispell Chamber/CVB will actively solicit meeting planners and leisure group leaders on a national level to visit the Kalispell & the Flathead Valley for vertical FAM trips. Efforts will also be made to co-op with Kalispell TBID, Whitefish CVB, Glacier Country and MTOT where available and financially feasible.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Group FAM Trips are a defined marketing method and provide needed exposure to our area to our group target market (both meetings and leisure groups).

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

Quantifiable lead generation

Budget

Meals \$500
 Lodging \$300
 Misc (Entrance Fees, Transportation, etc) \$200

Total Budget **\$1,000**

ORGANIZATION NAME Kalispell Chamber/CVB
 PROJECT NAME Publications
 APPLICATION COMPLETED BY Joe Unterreiner
 DATE SUBMITTED May 3, 2010

Approval Request:
 _____ Final
 XX Preliminary

Project Overview

The Kalispell Chamber/CVB would like to be a co-op partner with the City of Kalispell, the Kalispell Downtown Association and the Kalispell Business Improvement District and Kalispell Tourism BID to update and print the Historical Downtown Kalispell Walking Tour map. The project is being facilitated by the History is Posh group. Publication size/specs are to be determined. These will be distributed at local Kalispell merchants, the Kalispell Chamber of Commerce, Kalispell City Hall, and the three Kalispell museums (Conrad Mansion, Hockaday Museum of Art & the Museum at Central School).

The Kalispell Chamber/CVB also is requesting funds budgeted for other print publication opportunities as they arise.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

This project supports promoting our area attractions, which will increase awareness and hopefully increase the length of stay of our visitors.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1.a Expand partnerships with tourism business/attractions as co-op partners
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 3.5 Identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math and language curriculum standards and initiatives;
- 4.1 Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors;
- 8.2 Implement improvements to make Montana communities more visitor-friendly;
- 9.2 Foster opportunities to pool public and private marketing dollars.

Method of Project Evaluation

- Measure number of brochures distributed through the summer tourism season as indicator of interest;
- Survey downtown business owners at the end of the summer tourism season for their perceptions of quality of the product and value as a tourism draw.

Budget

Historical Downtown Kalispell Walking Map (Printing & Production).....\$500
 Other Publication Projects (To be determined).....\$500

Total Budget

\$1,000

ORGANIZATION NAME Kalispell Chamber/CVB
 PROJECT NAME Public Relations: Press Releases
 APPLICATION COMPLETED BY Joe Unterreiner
 DATE SUBMITTED May 3, 2010



Project Overview

The FCVB would contract with a Public Relations Specialist to write Press Releases based on subject matter provide by the FCVB. The goal is to create 1-2 press releases per month.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Public Relations (PR) is a defined marketing method. PR provides invaluable exposure to the Flathead Valley, that the FCVB could not purchase in advertising alone. Press Releases will be targeted to our demographic markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

Written Editorial

Budget

Press Release Contract \$500

Total Budget **\$500**

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAME Public Relations: Travel Writers
APPLICATION COMPLETED BY Joe Unterreiner
DATE SUBMITTED May 3, 2010

Approval Request:
 _____ Final
XX Preliminary

Project Overview

The Kalispell Chamber/CVB will identify and host travel writers/photographers on individual press trips developed to their editorial needs. Targeted publications include regional newspapers, magazines and electronic media, as well as niche publications that support the targeted demographics listed in our marketing plan. Efforts will also be made to co-op with Kalispell TBID, Whitefish CVB, Glacier Country and MTOT where available and financially feasible.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global "Destination Reports".
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell Chamber/CVB Marketing Plan

Press Trips are in support of our Public Relations efforts. The goal of a press trip is to achieve editorial coverage, which is invaluable and the Kalispell Chamber/CVB would not be able to afford such coverage in advertising alone. We will invite Travel Writers that are targeted based on their ability to reach our demographic and geographic markets.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.d Target travel media to increase visibility of MT as leisure travel destination
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

Written Editorial

Budget

Meals/Lodging/Misc (Entrance Fees, Transportation, etc) \$500

Total Budget **\$500**